

Vice-Chairman Jose "Pepe" Diaz



It is my distinct honor to have been appointed to the U.S. Intergovernmental Policy Advisory Committee by Ambassador Ron Kirk. As a long time advocate of trade and supporter of international partnerships, I am eager to bring my trade experience to the table in order to create a policy agenda that will increase trade opportunities for the U.S. and also service to generate more jobs and help our economy grow here in Miami-Dade. During my tenure as ITC Chair, we worked towards making profitable connections between businesses in Miami-Dade County and our counterparts in the Caribbean and Latin America. We visited countries abroad and met with government officials and business organizations to promote trade partnerships. While in Asia we secured a cooperative agreement for the County with Tianjin's Municipal People's Government. I am excited about serving in this role and look forward to advancing U.S. trade relations.

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United States Trade Representative Appoints Vice-Chairman Diaz to Intergovernmental Policy Advisory Committee on Trade

United States Trade Representative, Ambassador Ron Kirk, President Obama's principal trade advisor, negotiator and spokesperson on trade issues, recently appointed Miami-Dade Board of County Commissioners Vice-Chairman Jose "Pepe" Diaz to the Intergovernmental Policy Advisory Committee on Trade (IGPAC). Vice-Chairman Diaz's appointment is for a four year term which began this March. Vice-Chairman Diaz is one of several committee members chosen to advise, consult, and make recommendations to the U.S. Trade Representative and the Obama Administration from a local perspective. The Committee will draw on the expertise and knowledge of its members and on such data and information as is provided it by the Office of the U.S. Trade Representative. The advisory committee system, established by the U.S. Congress in 1974, was created to ensure that U.S. trade policy and trade negotiating objectives adequately reflect U.S. public and private sector interests. The advisory committee system consists of 28 advisory committees, with a total membership of approximately 700 citizen advisors. Vice-Chairman Diaz is the former ITC Chair, a position he held until January 2006. In addition, he is also a member of the Florida Free Trade Area of the Americas (FTAA) Board, which was formed to support hemispheric free trade with the ultimate goal of bringing the permanent Secretariat of the FTAA to Miami.



Commissioner Jose "Pepe" Diaz with (left to right) Carmenza Jaramillo President of the Colombian American Chamber of Commerce, Juan Carlos Bermudez, Mayor of Doral, and Doral Councilman Michael DiPietro during the opening night of World Trade Week 2010

MESSAGE FROM

Alex Gonzalez

Chair, Trade Promotion Committee

I am honored to have been appointed as Chair of the Trade Promotion Committee; one of the new standing ITC advisory committees. This committee is responsible for recommending countries for trade promotion activities, including countries for any future inbound or outbound business development missions. The committee is also charged with ensuring coordination with other local economic development agencies.



Committee members met in March for the first time, and I am pleased to say that we engaged in an invigorating and thought provoking brain-storming session that resulted in "out of the box" thinking, and served as a great first step and foundation for the committee's work. As a board member since 2003, I have been involved with ITC in various capacities. I served as Chair of the Asian Trade Initiatives Ad Hoc Committee and recommended to the ITC Board countries in Asia for ITC led trade missions. I was privileged to take part in ITC's first official mission to Japan and Taiwan in 2009. I am proud to be part of an organization that works towards advancing economic development in our community through international trade and cultural exchange.

ITC Chair Hosts Roundtable Discussion with the County's Principal Economic Development Organizations



On March 23rd, 2010, ITC Chair, Commissioner Natacha Seijas welcomed representatives from the County's principal Economic Development Organizations (EDO) for a roundtable discussion focused on ways in which all organizations can coordinate their respective programs and

activities to better serve local businesses engaged in international trade. The meeting centered on strategies to integrate programs while eliminating possible duplication of efforts, as well as brain storming on opportunities for small and medium sized enterprises in our community.

"ITC's role is to provide leadership and the vision to advance all aspects of economic development in our community through the unique and specialized efforts of each EDO in Miami-Dade" Commissioner Seijas said.



The following Economic Development Organizations were represented: The Beacon Council, CAMACOL, Coral Gables Chamber of Commerce, Enterprise Florida, Gateway Florida, Greater Miami Chamber of Commerce, Greater Miami Convention and Visitors Bureau, and World Trade Center Miami.

ITC Board of Directors Welcomes New Member

The ITC Board of Directors, proudly welcomes newly appointed Board member Irene Taylor-Wooten, Special Assistant, Social Services representing the County Manager. Ms. Taylor-Wooten possesses over 30 years of progressive County government experience.



President of Senegal Invites Commissioner Edmonson to Celebrate the 50th Anniversary of the Independence of Senegal



The President of Senegal, H.E. Abdoulaye Wade invited Commissioner Audrey Edmonson to attend the celebration of Senegal's 50th anniversary of independence established in 1960. This invitation came as a result of the ties Miami-Dade County has been building with Senegal through ITC's mission to Dakar, Senegal led by Commissioner Edmonson in October 2009, and particularly through the Sister Cities affiliation with Dakar that was finalized during that mission. Several Heads of State from Africa and other parts of the world in addition to artists, intellectuals, and activists attended the celebration on April 4th, 2010. The celebrations centered on Senegal's efforts to overcome stigma and hate, unite communities and nations, and build shared visions. Senegal supports the establishment of the United States of Africa and promotes development and peace on the continent, as well as the achievement of the Millennium Development Goals. This visit also served as an opportunity for U.S. participants to learn more about Senegal, which is becoming a primary trade hub for West Africa due to its political stability, positive economic outlook, and commitment to empowering the private sector. Senegal aims to develop its trade potential through improving infrastructure and developing value-added industries and services. The African Renaissance Monument was also unveiled as part of the independence celebration events.



President Abdoulaye Wade greets Commissioner Edmonson at the Presidential Residence in Dakar, Senegal

ITC Unveils its International Trade Workshop Series

The ITC Import/Export Workshop series in conjunction with Peter A. Quinter of Becker and Poliakoff Legal and Business Strategists got underway with a packed house at the Miami Free Zone on March 25th, 2010. This first workshop in the series "Importing into the United States for International Trade Professionals" was a practical "how to" workshop to prepare companies to import successfully, and to guide them on how to avoid the common mistakes between buyers and sellers of merchandise. Emphasis was also placed on compliance with U.S. Customs regulations. The second workshop in the series "Export Compliance for International Trade Professionals" was held on April 27th, 2010. At both workshops, Mr. Quinter engaged audiences with dynamic and practical presentations that included various real life scenarios and a robust question and answer component. The workshops are designed to help educate small and medium-sized enterprises (SME's) by providing



useful information and tools that they need to meet the challenges in international trade. The workshop topics are relevant, timely, and designed to help businesses increase trade. Mr. Quinter is also graciously conducting the ITC workshops on a pro-bono basis. "It was instructive and the real world examples brought it all together," a workshop participant said. The third workshop in the series "Importing Food Products into the United States in Compliance with U.S. Customs and FDA Rules" will be held on June 3rd, 2010, also at the Miami Free Zone.

Consular Corps Trade Summit North and Central America

ITC conducted its second Consular Corps workshop for the nations of Canada, Mexico, Panama & DR-CAFTA countries on March 24th, 2010 at the Port of Miami in conjunction with Baptist Health. Commissioner Dorrin Rolle welcomed consular representatives and trade specialists to the morning-long workshop with invigorating opening remarks. Panelist representatives from the Port of Miami, Miami International Airport, Transportation Security Administration, U.S. Customs and Border Protection, and the Adrienne Arsht Center discussed their functions and responsibilities with regards to international trade, as well as how they can be of assistance to consular members. The principal purpose of the workshops is to coordinate more closely with the Consular Corps, and facilitate greater flows of international commerce while strengthening the County's already close cultural linkages with the Corps. Commissioner Rolle extended an official invitation to all consular representatives to bring government and trade delegations to Miami-Dade County.



Sister Cities Future Leaders Series

Over 50 students from North Miami Sr. High School and Doctors Charter School of Miami Shores came together for a morning-long session at Miami Dade College North Campus to take part in the Sister Cities Future Leader Series on April 15th, 2010. Students were given a topic of debate which this year was "Emerging Roles in a Changing World," and were asked to deliberate and discuss the challenges facing our society today, and how the future in our ever changing world will be different, as well as what their role will be. Sustainability was one of the main themes discussed as a way to tackle the issues in an environmental, economic, and social way which looks at long term solutions that more broadly benefit our community. Susannah Troner from Miami-Dade County's Office of Sustainability gave a presentation explaining the need to move away from using resources inefficiently, but instead move towards a smarter and more sustainable way of doing business. ITC Board members Emma Tibaldeo, Silvia Unzueta, and Melissa Dunn also attended the event and joined in the round table discussions. The College's Dean of Students Malou Harrison welcomed students to the college and ITC Executive Director Tony Ojeda provided insightful opening remarks. As the morning came to an end, College President, Dr. Jose Vicente closed the event by challenging the students to get involved and take the initiative to make a difference in our community.



2010 Consular Corps Reception

ITC once again partnered with the Greater Miami Chamber of Commerce, Baptist Health International, and the U.S. Commercial Service to host a Consular Corps Reception for the accredited diplomats who are posted in Miami-Dade on May 6th, 2010 at the Adrienne Arsht Center for the Performing Arts of Miami Dade County. The theme for this year's reception was "Building a Better Haiti," and the honorable Ralph Latortue, Consul General of Haiti was the night's featured guest speaker. Other guest speakers included Ambassador Paul Trivelli, Civilian Deputy to the Commander, U.S. Southern Command, and Francisco Sanchez, U.S. Under Secretary of Commerce who discussed the Federal government's role in rebuilding Haiti. ITC Board member Silvia Unzueta provided opening remarks on behalf of ITC Chair, Commissioner Natacha Seijas.



Right: Consul General of Haiti discusses the on-going and challenging rebuilding efforts in Haiti



Left: ITC Board members Walter Loy (left) and Ivan Barrios with Mechthild Ewert Deputy Consul General of Germany



ITC Supports U.S. Commercial Service for EXPORT NOW! Forum

The U.S. Commercial Service kicked off World Trade Month with its Export Now! European Business Opportunities Forum; an event which brought 28 of the agency's Senior Commercial Officers from U.S. Embassies across Europe to the Hyatt Regency Miami on May 6th, 2010. Through a program of seminars and one-on-one counseling sessions with U.S. Commercial Officers, the Forum educated participants about the tools and opportunities available to reach foreign buyers and export products and services to the markets of Western, Central, and Eastern Europe. ITC worked in conjunction with U.S. Commercial Service to support various aspects of the event, such as coordinating with the Mayor's office to provide an official proclamation from Miami-Dade County; officially proclaiming May 6th as Export Now Day. Export Now is part of the U.S. government's *National Export Initiative*; a bold effort to double exports in the next 5 years and create 2 million new jobs.



Above: Wayne Carter (right) from the Mayor's Office presents proclamation to U.S. Under Secretary of Commerce, Francisco Sanchez



Left: ITC Assistant Director, Jimmy Nares welcomes delegates to Miami-Dade County and discusses ITC's role in international trade

ITC Facilitates Trade with Colombia



ITC collaborated with the Colombian American Chamber of Commerce to host an inbound trade delegation from Medellin, Colombia on May 11th-14th, 2010. Through the use of its extensive database, ITC organized 58 pre-arranged business-to-business meetings between local businesses and the visiting delegation on March 13th at the Miami Free Zone. All meetings were free of charge and provided local businesses with increased opportunities to trade with Colombia; South Florida's 2nd largest trading partner in 2009 with total trade of over \$5.6 billion. The sectors of the eight visiting companies included maternity clothes, food products, call centers, cosmetics packaging, apparel, handbags & belts, and lingerie. Commissioner Joe Martinez met with the delegation during the closing luncheon at Versailles Restaurant on May 14th.



Left and bottom left: Pre-arranged business-to-business meetings

Right: ITC Executive Director Tony Ojeda gives presentation about ITC's role in international trade and Miami-Dade County's position as a Global Gateway



Right: Commissioner Martinez and members of his staff with the delegation during the closing luncheon together with ITC and the Colombian American Chamber of Commerce in Miami



South Africa Explores Miami-Dade



ITC coordinated an inbound mission from South Africa, April 6th-7th, 2010. ITC Chair, Commissioner Natacha Seijas and Commissioner Audrey Edmonson welcomed the delegation led by Graham Anderson, Deputy Director of the Department of International Relations and Cooperation of South Africa and Tshireletso Kau, Counselor Political, South African Embassy in Washington D.C. Officials conducted this mission to evaluate the possibility of establishing a South African trade office in Miami.



ITC organized the mission agenda which included meetings with local real estate agents, a tour of Miami International Airport, briefings by local Economic Development agencies including ITC, and meetings with other Consular offices. Both Commissioner Seijas and Commissioner Edmonson led an ITC trade mission to South Africa in 2007, and Commissioner Edmonson led a second trade mission in 2009.

Consular News



Chile



The Honorable Juan Luis Nilo assumed his post as Consul General of Chile in Miami in March 2009. Prior to this appointment he was assigned to the Embassies of Chile to Morocco, Italy, Dominican Republic, Brazil, Argentina, and various Consulates. In Chile, he served as Cabinet Secretary of the Under Secretary of Foreign Affairs in two different occasions. He is fluent in Spanish, English, French, Italian, and Portuguese.



Maria Antonieta Jara was appointed as the new Trade Commissioner of ProChile Miami in February 2010 for a 5 year period. ProChile, the Trade Commission of Chile, is part of the General Directorate of International Economic Affairs of Chile's Ministry of Foreign Affairs. Prior to this appointment Ms. Jara was the Chief Negotiator for Rules of Origin Chile in the country's Ministry of Foreign Affairs.



World Trade Week 2010

ITC was one of the participating organizations for World Trade Week 2010; a week-long event from May 12th-21st, 2010. The mission of World Trade Week 2010, organized by World Trade Center Miami, is to build awareness about the importance of international trade to the South Florida region, and to educate the community about the direct and indirect benefits of international trade for our local economy. The event featured Miami's 1st International Career Fair which sold out and offered 457 job listings and had more than 650 registered jobs seekers. On May 12th, more than 500 attendees took part in the "International Trading After Hours" business expo. Visit www.worldtrade.org for more details.



TRADE UPDATES

Miami-Dade Trade

Miami International Airport

According to the Journal of Commerce, cargo traffic at Miami International Airport went up by 24 percent in the 1st quarter with a 38.1 percent increase in March alone. Additionally, international freight at MIA skyrocketed 41.8 percent in the 1st quarter compared to 1st quarter 2009, and in March increased 27.1 percent when compared to March a year ago. Even more notable was the 30 percent increase in international freight in March alone when compared to February's total. The 168,337 tons of international freight in March marked the highest monthly total at MIA since 2008.

Sao Paulo Visits Miami-Dade



ITC Chair, Natacha Seijas welcomed Councilwoman Mara Gabrilli from the City of Sao Paulo, Brazil on April 21st, 2010. Councilwoman Gabrilli visited Miami-Dade from April 19th-30th to learn more about County services particularly those related to persons with disabilities. Since February 2007, Councilwoman Gabrilli, a quadriplegic as a result of a car accident 15 years ago, has filed 52 bills that will bring changes in the City of Sao Paulo to improve the quality of life for people with disabilities or limited mobility. During her visit she also met with Heidi Johnson-Wright, Director for the Office of Americans with Disabilities Act (ADA) Coordination.



ITC Hosts Delegation from Ecuador



ITC collaborated with The Consulate General of Ecuador in Miami and the Corporation for the Promotion of Exports of Ecuador (CORPEI) to host an inbound food industry trade mission from Ecuador March 17th -19th. The industry sectors of the delegation included seafood, vegetables, fruits, and coffee. ITC provided mission organizers with 342 trade leads through the use of its extensive database which were utilized to organize the pre-arranged business-to-business meetings with incoming Ecuadorian companies on March 17th. ITC also assisted the efforts of the delegation by promoting the business-to-business meetings through its database. The delegates also met with representatives from Miami International Airport and the Port of Miami, as well as attended the SEATRADE Show. ITC briefed the delegates about Miami-Dade's role as an international trade destination center, as well as the services ITC provides incoming missions and local businesses.



Above: Maria Dreyfus-Ulvert of ITC (2nd from the left) with representatives from CORPEI



Pre-arranged business-to-business meeting

EVENTS

May 19th

Inbound Mission: Brazil

AMCHAM Sao Paulo, Brazil
Maria Dreyfus-Ulvert 305-375-3885
mdreyfu@miamidade.gov

May 26th-29th

31st Hemispheric Congress Latin Chambers of Commerce and Industry Trade Show CAMACOL

Betty Gradera 305-642-3870 x220
bettyg@camacol.org

June 3rd

ITC Import/Export Workshop Series: Importing Food Products into the United States in Compliance with U.S. Customs and FDA Rules

ITC/Peter Quinter
Desmond Alufohai 305-375-3526
alufoha@miamidade.gov

June 9th-11th

Outbound Mission: Mexico

The Greater Miami
Chamber of Commerce
Juan Gonzalez 305-350-7700
jgonzalez@miamichamber.com

June 13th-19th

Outbound Mission: Dominican Republic and Jamaica

U.S. Commercial Service
Lesa Forbes or Ashley Wilson
lesa.forbes@mail.doc.gov
ashley.wilson@mail.doc.gov

June 16th

Trade Connections WorldCity

Tak Takasu 305-441-2244
ttakasu@worldcityweb.com

For a complete listing of events: www.miamidade.gov/itc/sf_activity_calendar.asp

DID YOU KNOW...

Greater Miami is home to more than 2,000 motion picture and video businesses, 200 production companies, 20 sound stages, 130 post-production facilities, 40 cable networks, and 100 music companies.

Source: Greater Miami Convention & Visitors Bureau

To sign up for the ITC newsletter:

www.miamidade.gov/itc/itc_registration_form.asp



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